



WEBSITE DESIGN

REQUEST FOR PROPOSALS

RFP #3741

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WEBSITE DESIGN

PUBLIC BID NUMBER 3741

INTRODUCTION AND GENERAL REQUIREMENTS

The City of New Britain, through its Purchasing Agent, is seeking proposals for the **Design and Installation of a new City's Website.**

To be considered, sealed proposals must be submitted in triplicate to the City of New Britain Purchasing Department, Room 401, City Hall, 27 West Main Street, New Britain, CT 06051, by 11:00AM on August 20, 2013. The envelope should be **clearly marked on the outside "Proposal for a Website Design.** The City of New Britain reserves the right to reject any or all proposals submitted. Proposals submitted will be evaluated by the IT Director, **Mayor's Office and the** City Purchasing Agent.

During the evaluation process, the City of New Britain reserves the right, where it **may serve the City's best interest, to request additional information or clarifications** from prospective proposers. At the discretion of the City of New Britain, firms submitting proposals may be requested to make oral presentations as part of the evaluation process. The company will be selected based on qualifications, past experience in Website Design. **References of Website Design for others must be present in your proposals, Municipalities preferred.**

The City of New Britain reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City of New Britain and the firm selected.

If any addenda are issued on this Request for Proposals, a good faith attempt will be made to forward a copy to each of those firms who, according to the records of the Purchasing Department, have previously received a copy of this request. However, it shall be the sole responsibility of those offering proposals to contact the

Office of the Finance and Purchasing Agent prior to submitting their proposals to determine whether any addenda have been issued.

Questions regarding technical issues contained in this Request for Proposals should be directed no later than August 13, 2013 to:

Adam Pokorski
IT Director
City of New Britain
27 West Main Street
New Britain, CT 06051
Telephone: (860) 826-3441

Questions regarding Purchasing procedures and policies should be directed to:

Jack Pieper, Purchasing Agent
City of New Britain
27 West Main Street
New Britain, CT 06051
Telephone: (860) 826-3402

APPLICATION DEADLINE/SUBMITALS

The proposal deadline is August 20, 2013 at 11:00AM, Mail or deliver proposals to:

City of New Britain

Purchasing Department, Room 401

27 West Main Street

New Britain, CT 06051

NOTE

The City of New Britain reserves the right, as its best interests may appear, to reject any or all proposals, to reject any finalists, or to terminate the selection process without prior notice.

INSURANCE REQUIREMENTS

The vendor shall agree to maintain in force at all times during which services are to be performed the following coverages placed with the company(ies) licensed by the State of Connecticut which have at least an "A-" VIII policyholders' rating according to BEST Publication's latest edition Key Rating Guide:

Commercial General Liability: General aggregate \$2,000,000

Prod./Compl.

Operations

Aggregate \$2,000,000

Occ. Aggregate \$1,000,000

Automobile Liability: Liability Limit \$1,000,000

Workers' Comp. and

Employer's Liability: \$500,000 each accident

\$500,000 disease policy

\$500,000 disease accident limit

Professional Liability:	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000
Umbrella:	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000

“The City of New Britain and Consolidated School District” shall be named as “Additional Insured”. Original, completed certificate of insurance must be presented to the Purchasing Agent prior to purchase order/contract issuance.

The Vendor shall agree to maintain in force at all times during which services are to be performed professional liability insurance with limits of no less than \$1,000,000. If such coverages is on a claims-made basis, consultant must agree to maintain, either through a claims-made contract or the use of an extended discovery provision, coverage for three years after the conclusion of all services performed under the agreement.

HOLD HARMLESS AGREEMENT

The Vendor, its agents and assigns shall indemnify and hold harmless the City of New Britain, including but not limited to, its elected officials, its officers, and agents, (“The City”) from any and all claims made against the City, including but not limited to, damages, awards, costs and reasonable attorney’s fees, to the extent any such claim directly and proximately results from the wrongful willful or negligent performance of services by the Vendor during the Vendor’s performance of this Agreement or any other Agreements of the Consultant entered into by reason thereof. The City agrees to give the Vendor prompt notice of any such claim and absent a conflict of interest, an opportunity to control the defense thereof.

INSURANCE CERTIFICATE

The company awarded the RFP will provide the City with a Certificate of Insurance naming the City as additional insured at the time of signing the contract.

ABOUT NEW BRITAIN

The City of New Britain has a diverse population, and a rich history. Tucked into our many neighborhoods are 1,200 acres of the best park system in the state, sporting complexes and a treasure-trove of cultural attractions waiting to be discovered.

Visitors can enjoy a hotdog while watching New Britain's Double-A baseball team, the Rock Cats, play a game at the friendly confines of the Willow Brook Park Sports Complex; **play a round of golf at the city's 27 hole Stanley Golf Course; or simply** take a quiet stroll through historic Walnut Hill Park and you will get a taste of the many different recreational activities New Britain has to offer.

Masterful works of art, eclectic culture, and fascinating history abound in the City at New Britain's Museum of American Art, Industrial Museum, Youth Museum, the New Britain Public Library, and the Hungerford Nature Center.

The city also remains enriched with community volunteerism. The spirit and pride of our community activists is evident through religious groups, social clubs, and community organizations, all of which work diligently to promote positive interaction through ethnic festivals, craft shows, nationally attended auto shows, and other wonderful events.

New Britain's business community is a rich mix of manufacturing, medical, high-tech industry and small to mid-sized businesses, which fuel our regional economy. Central Connecticut State University also has proved to be a fantastic partner for business development and support through their main campus and CCSU's Institute for Technology and Business Development, located in the heart of downtown.

New Britain offers in-town connections to major interstates and routes leading to the northern reaches of Boston and Canada, and south to New York City.

New Britain extends a warm welcome to any company looking to grow its business and join the success of a diverse, manufacturing-based community poised for the 21st Century.

PROJECT OVERVIEW

The City of New Britain is seeking proposals from a firm or individual **designer/website developer to improve the City's current website** (NewBritainCT.gov) and to enhance its overall online user experience. Our goal is to **expand on-line information about the city's services and keep residents, visitors** and others better informed about various meetings, activities and events, as well as support necessary communication throughout the City. The website design and **function should be in keeping with the City's mission and sensitive to the Mayor's**

initiatives such as the arts, recreation, education, anti-blight and municipal development.

The immediate goal of this project is to redesign the current website's existing Joomla CMS (content management system) into a format that will be easily navigated, easily updated, and contain placeholders for all downloadable documents, with improved multi-media and GIS (geospatial information system) mapping experience emphasizing the city's assets.. The proposal should include the implementation of the latest generation of technologies to help excel our mission forward and to position the website for further growth without any additional major modifications.

The new website is expected to consist of a main page designed to capture the audience, provide a well-defined hierarchy for navigation using menus and quick links clearly marked and easily navigable. It is expected to have all the necessary function to accommodate all current content and documentation and should be easily scalable.

All content will be reviewed and updated as necessary and all department heads review information to ensure it is up to date and pertinent. The website should present the information clearly and consistently throughout the entire site. We are looking to improve the mechanism to update the information within using improved tools and processes in order to keep the information fresh. The information architecture chosen must be able to handle increased content and additional features through the use of templates and add-on components/plugin-ins.

A third party hosted website is a possibility and should be included and itemized for overall cost analysis.

GOALS

1. Redesign the website with a new look **and feel that reflects the Mayor's** initiatives and vision.
2. A website that is modern and visually appealing.
3. Improve the website information architecture to provide easier navigation and accessibility of the site to City services, information and activities. User type navigation choices should be available as a Citizen, Business Owner, Taxpayer, Visitor etc. Navigation hierarchy should also mirror departmental organization.
4. A design architecture that will allow for easy accommodation of new pages and features, navigation changes and sub-sites.
5. Expand on-line services the City offers to citizens on the website, to include but not limited to:

- a. Employee Directory
 - b. Business Directory
 - c. Capacity for e-mail "blast" service and/or push notifications
 - d. Monthly or quarterly community newsletter
 - e. Multiple Calendars
 - f. Capability for various social media linkages
 - g. RSS feeds
6. **Incorporation of the City's GIS system maps and the Emergency Contact Registry.**
7. Enable updating the look and feel of the website on an as-needed basis.

SCOPE OF SERVICES

The Vendor must deliver to the City a new fully operational website based on the following scope of work.

1. Develop a project plan for the entire scope of work with input from the City.
2. CMS SOFTWARE - **The Vendor must provide a comprehensive "full function"** CMS software solution including, but not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc. Can leverage Joomla 2.5 currently installed.
 - a. Avoid proprietary, limited release CMS solutions.
 - b. The proposed CMS software must currently be in use in a wide variety of industries/ government entities and shall not be a beta, release candidate or other early adopter technology.
 - c. The responding vendor must have prior experience with this CMS.
 - d. To improve CMS functions and processes that will no longer have the City reliant on a single webmaster to add new web pages/documents and make changes to existing pages.
3. DESIGN - **Redesign of the City's Website (NewBritainCT.gov)**. To include at a minimum:
 - a. Consistent look and feel for the website, including color schemes and graphic elements to unify the website based on collaboration with the City about its branding.
 - b. Provide the city with at least three (5) different design prototypes of a new Home page for the City to consider. Then to ensure agreement on the design concept, the vendor will design a minimum of five (10) pages as determined by the City; based on the selected prototype. The City will sign-off on the design before the vendor proceeds with the development of the new website.

- c. New website content information architecture that supports easy navigation to information and services.
 - d. Vendor will propose a navigational layout for the entire website. The City will sign-off on the design navigation before the vendor proceeds.
 - e. Design must conform to a look & feel that works with mobile and tablet **browsers using "responsive website design" (RWD)**. This is to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices.
 - f. Website architecture design, including recommendation for use of open source software, web templates and plug-ins.
 - g. Website should tie into Google Analytics and utilize Google Webmaster Tools.
 - h. Website that meets ADA / 508 standards compliance.
 - i. Website must display correctly in all major browsers; these minimally including: IE, Firefox and Chrome, Safari and Opera.
4. DEVELOPMENT/IMPLEMENTATION of the New Website using the proposed Content Management System (CMS)
- a. Install and configure the website CMS software.
 - b. Develop the Website based on the agreed/signed-off design.
 - c. Develop the Website and CMS templates to allow City staff to easily update and maintain all website content and documents.
 - d. Work with designated City staff to incorporate CMS permissions and content approval processes.
 - e. Complete all other work necessary to develop and fully test the website.
 - f. Ensure that the website is fully operational, without problems or broken links.
5. PORTING - Conversion of all content and documents from the existing Joomla 2.5 CMS website into the new CMS-based website/templates.
6. TRAINING - Provide on site Content Management System (CMS) training for a minimum of thirty (30) hours total to multiple city employees that will be responsible for updating website pages.
7. OTHER – Describe and include any additional items, not listed above, to provide a new fully operational website.
8. ONE YEAR SUPPORT - Provide one (1) year of website support, CMS **maintenance and website hosting from the date the new website is "live"**.

This involves 9am-5pm, M-F phone support and a minimum of thirty (30) remote and onsite support hours in creating new CMS templates, web pages and general support as needed.

9. LONG TERM PROPOSAL - Provide a proposal for website support, CMS maintenance and hosting beyond year one (1).

COMPENSATION

The selected designer(s) shall provide detailed project costs. Any exceptions to this proposal must be noted and described separately

SELECTION CRITERIA

Applicants will be minimally judged based on the following criteria:

- Qualifications of the design/development team
- Past experience on similar projects
- Viability of the proposed content management system (CMS)
- Demonstrable web design skills
- References
- Stability of Firm
- Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting “look and feel” for the new website, a reasonable process for development of the website’s information architecture, and ability to transfer and maintain up-to-date web content.

FINALIST PRESENTATIONS

Project finalists may be required to give a presentation that minimally includes the respondent’s background and experience, vision for the new website, website samples for similar projects, overview of the proposed content management system, proposed maintenance and support and project costs.

PROPOSAL SUBMISSIONS

Submissions should consist of the following:

1. Letter of interest
2. Overview and background of the firm or individual submitting this proposal.

3. Names of web designer(s), web developer(s) and content manager(s) that **will work on the City's project as well as each individual's relevant experience**
4. Proposal narrative, including your understanding of the Scope of Work, your vision for the project website hosting and other information you would like to include.
5. Detailed timeline of creation, implementation and training.
6. Information about the proposed content management system (CMS). This should include functional specs, licensing provided in proposal and links to **websites that you've developed that use this CMS product.**
7. Samples of or links to previous design work relevant to this project.
8. Reference contacts for similar projects with other municipalities, state governments or corporations. This including names and contact information **for individuals who can speak to the team's qualifications.**